




## Traffic Safety News and Facts for Employers September 24, 2007

### Michigan News

There's still time to promote NETS annual Drive Safely Work Week Campaign:

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<p>Take Charge of <b>YOUR</b> Driving Behavior Reduce <b>YOUR</b> Crash Risk</p>  <p>October 1-5, 2007</p>	<p>Avoid High-Risk Driving Mistakes</p> <ol style="list-style-type: none"><li>1. Being Inattentive</li><li>2. Following Too Closely</li><li>3. Traveling at Improper Speeds</li><li>4. Ignoring Traffic Signs &amp; Signals</li><li>5. Backing Up Unsafely</li></ol>
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### Latest Traffic Safety News

#### **Automakers Must Post Crash Ratings, Install Tire Pressure Monitoring Systems**

Effective Sept. 1, automakers must post government crash-test ratings on window stickers and install tire-pressure monitoring systems on 2008 models. The National Highway Traffic Safety Administration (NHTSA) crash tests about 85 percent of vehicles sold, but automakers can pay to have all of their models tested. "Customers are more leery of unrated vehicles than a lower-rated vehicle," a GM spokesman said. "We don't want people to think we're hiding something." NHTSA is working to get crash test results sooner; automakers then have 30 days to post the results on window stickers. Consumers can also expect to see reduced fuel efficiency ratings on the stickers, because the Environmental Protection Agency introduced new testing procedures that more accurately depict real-world use. Under the tire pressure monitoring rule, a warning signal must flash within 20 minutes of a tire being significantly under inflated. For more information, go to

<http://www.detroitnews.com/apps/pbcs.dll/article?AID=/20070830/AUTO01/708300357/1148>

Source: Detroit News, August 30, 2007

#### **Employees Work Long, Play Hard, Sleep Less**

Because employees work long hours and only have 24 hours in a day, many people find time for recreation by sleeping less. A University of Pennsylvania School of Medicine researcher found that people who work more get up earlier or go to bed later, which can lead to sleep deprivation. The study of more than 45,000 Americans appears in the Sept. 1 issue of Sleep. "If you're only sleeping five



hours a night, you're at risk of falling asleep at the wheel," another scientist said. A federal survey suggests that employees try to make up for lost sleep on the weekends, but that doesn't always work. Americans get about 6 and a half hours of sleep a night, an hour less than in the 1950s. Seven to eight hours of sleep is ideal for adults. For more information, go to

[http://www.usatoday.com/news/health/2007-08-29-sleep\\_N.htm](http://www.usatoday.com/news/health/2007-08-29-sleep_N.htm) Source: USA Today, August 29, 2007

### **Trucking Industry Group Petitions To Retain Driving Time Provisions**

The American Trucking Associations (ATA) is petitioning the Federal Motor Carrier Safety Administration (FMCSA) to retain the 11-hour driving limit and 34-hour restart provisions for hours-of-service regulations while FMCSA reconsiders the provisions. ATA also planned to file a motion with the Court of Appeals seeking a stay of the court's order to vacate the provisions. "There is no compelling safety reason for these two elements of the rule to be vacated," ATA President and CEO Bill Graves noted in a letter to the U.S. Transportation Secretary. ATA argued the trucking industry cannot change the daily driving limit immediately without incurring significant costs and operation changes. FMCSA's rules allow for one additional hour of drive time, increase drivers' rest time from eight to 10 hours and reduce maximum on-duty time from 15 to 14 hours a day.

### **Automakers Install Cameras To Protect Drivers from Crashes, Theft**

Auto manufacturers are adding a variety of cameras to cars to increase security and safety. Cameras are becoming more popular with consumers: Nearly a third of all Chrysler Pacifica buyers opt for backup cameras, which cost around \$400 or more. Nissan will introduce cameras mounted in the grille, side mirrors and rear of the new Infiniti crossover to reduce rear-end crashes. A backup camera in several Ford models will display images in the rear-view mirror and cost \$400. Land Rover will introduce VentureCam, a portable camera that can be moved 65 feet from the vehicle to help drivers maneuver a trailer or get out of a rut. Some aftermarket manufacturers sell cameras that take photos of car thieves. About 30 percent of car crashes involve backing up or being hit from behind. For more information, go to [http://www.usatoday.com/money/autos/2007-08-29-car-cameras\\_N.htm](http://www.usatoday.com/money/autos/2007-08-29-car-cameras_N.htm)

Source: USA Today, August 29, 2007

### **Panel Suggests Changes in Wake of New Jersey Governor's Crash**

The New Jersey Attorney General released a report compiled by the State Police Executive Protection Unit Review Panel after Gov. Jon S. Corzine's April crash. The eight-member panel studied the practices of the State Police Executive Protection Unit and recommended changes to how the unit operates. Some of the 18 recommendations include adding troopers, allowing troopers to drive the governor only eight hours in a single day and requiring a training course at the State Police academy. The advisory group also called for guidelines that would let the governor's motorcade travel swiftly but safely, with no speeding or using emergency lights unless a specific threat exists. The group suggested the governor travel across the state by helicopter when possible. For a copy of the report, go to <http://www.nj.gov/oag/newsreleases07/epu-rpt-07.pdf>

### **Customers Can View Crash Footage Online Before Buying Cars**

Consumer Reports and the Insurance Institute for Highway Safety are offering 200 crash test videos online so consumers can see what happens to a vehicle when it crashes into a stationery object. The free videos are another tool car buyers have before purchasing a vehicle. The videos feature several popular makes and are shown in real-time and slow motion. For more information, go to <http://www.sun-sentinel.com/business/sfl-flzaccidents0909nbsep09,0,4999428.story>. To view the videos, go to <http://www.consumerreports.org/cro/cars/safety-recalls/carcrashtest/crashtestvideo.htm>

Source: South Florida Sun-Sentinel, September 9, 2007



### News from USDOT

#### **U.S. Transportation Department Announces New Side-Impact Standards for Vehicles**

Automakers must meet new side-impact safety requirements for all passenger vehicles, U.S. Transportation Secretary Mary E. Peters announced. The National Highway Traffic Safety Administration (NHTSA) developed the new standard, which requires manufacturers to provide head protection in side-impact crashes. NHTSA estimates the requirement will save 300 lives a year; in 2005, side-impact crashes killed 9,200 people. Automakers must begin equipping all vehicles with improved protection that meets the standard according to a phase-in schedule that begins with the 2010 model year. Full compliance is required by the 2013 model year. A new dummy representative of a female human and a technically advanced "male" dummy will be used for side-impact crash testing. Vehicles will be slammed sideways into a pole for the first time to test this type of crash. Although NHTSA doesn't require specific technology, automakers likely will respond to the requirements with innovative head, pelvis and thorax air bags.

#### **Alcohol a Factor in More than 50 Percent of Crashes in Four States**

The National Highway Traffic Safety Administration reports that more than half of traffic fatalities in Hawaii, Rhode Island, South Carolina and Wisconsin are alcohol related. Hawaii tops the nation with 52 percent of its fatalities involving alcohol. In 39 percent of fatal traffic crashes in the state, the driver was legally drunk. Nationwide, traffic deaths fell from 43,510 in 2005 to 42,642 in 2006.

#### **States Get Share of \$109 Million for Increasing Safety Belt Use**

Seventeen states, the District of Columbia, Puerto Rico and four territories will share more than \$109 million to encourage and enforce safety belt use. Congress established the incentive grants in 2005 to prompt states to enact and enforce safety belt laws. Indiana qualifies this year because of its amended primary belt law that now includes all vehicles. Kentucky received \$11 million in May for passing its primary law. "When these laws are in place, they work," U.S. Transportation Secretary Mary E. Peters said. "When more people buckle up, fewer lives are lost." States can use the funds for behavioral programs or infrastructure.

#### **USDOT Selects 6 Routes for Congestion Reduction Project**

Six interstate routes will be the first to participate in a pilot project to reduce congestion along multi-state corridors. The U.S. Department of Transportation chose the routes from among 38 applications to join the "Corridors of the Future" program. The selected corridors carry almost a quarter of the United States' interstate travel: I-95 from Florida to Canada; I-70 in Missouri, Illinois, Indiana and Ohio; I-15 in Arizona, Utah, Nevada and California; I-5 in California, Oregon and Washington; I-10 from California to Florida; and I-69 from Texas to Michigan. Concepts include building new roads, adding lanes, creating truck-only lanes and using real-time traffic technology to match capacity with changing traffic demands. For more information on the selected corridors and the proposals, go to <http://www.fightgridlocknow.gov>

### Work-Home

#### **Dealerships Host Seat Inspections during Child Passenger Safety Month**

September marks Child Passenger Safety Month. To celebrate, thousands of new-car dealerships across the United States will host free child safety seat inspections. The events are part of the national "Boost for Safety" campaign, developed by the National Automobile Dealers Association in partnership with the National Highway Traffic Safety Administration. For a list of participating dealers by state and child passenger safety tips, go to <http://www.nada.org/Advocacy+Outreach/Auto+Safety+Initiatives/Child+Passenger+Safety/default.htm>



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### **California Considers Text Messaging, Cell Phone Ban for Teen Drivers**

California Gov. Arnold Schwarzenegger signed a law that bans teenagers from using electronic devices while driving. The District of Columbia and 13 states also ban the practice, and another 15 states are considering similar legislation. "The simple fact is that teenage drivers are more easily distracted. They are young, inexperienced and have a slower reaction time," Schwarzenegger said in a statement. Effective July 1, teens 16 or 17 years old will get a \$20 fine the first time they violate the law by texting, talking on a cell phone or using other electronic equipment while driving. Though evidence does not directly link texting and car crashes, common sense and recent high-profile fatalities suggest it's too distracting. The chairman and CEO of Students Against Destructive Decisions said that in addition to the law, parents need to talk with their children and set guidelines about safe driving habits. For more information, go to [http://www.usatoday.com/news/nation/2007-09-09-teen-drivers-phones\\_N.htm](http://www.usatoday.com/news/nation/2007-09-09-teen-drivers-phones_N.htm) Source: USA Today, September 9, 2007 and Associated Press, September 14, 2007

### **International Traffic Safety News**

#### **Canada Requires Anti-Theft Devices for New Vehicles**

Canada began requiring all new cars, vans, light trucks and SUVs come with electronic, anti-theft immobilizers on Sept. 1. "This measure will benefit all Canadians by further reducing vehicle theft, save lives, and make our cities and communities safer," the Minister of Transport, Infrastructure and Communities said. Immobilizers require a proper disabling device for the engine to be started and prevent a vehicle's activation by blocking one of the control units. A combination code or electronic signal from the key must be sent to the control unit to start the vehicle. About 80 percent of new vehicles sold in Canada are equipped with the devices. Studies show the immobilization devices will save 11 lives and prevent 250-350 injuries a year. For more information, go to <http://www.tc.gc.ca/mediaroom/releases/nat/2007/07-h167e.htm>

#### **Mexican Trucks Start Driving into U.S.**

The U.S. Department of Transportation began issuing permits to Mexican firms that allow their freight trucks to enter the United States. A San Francisco appeals court denied an emergency petition filed by the Teamsters, Sierra Club and Public Citizen to stop the one-year pilot plan for safety reasons. The United States has not allowed Mexican trucks past the 25-mile commercial border zone since 1982. All trucks must pass mechanical inspections, and drivers are screened for alcohol and drug use.

#### **Smaller Companies Likely To Allow Personal Vehicle Use at Work**

About half of small to medium enterprises let their employees use private cars for business travel, an Enterprise Rent-A-Car study found. "When it comes to safety outside the office, there's often a blind spot," Enterprise's UK business development manager said. "Sending employees out on the road can be dangerous and costly at the best of times, so the least employers can do is ensure their people are in well maintained, modern cars." Businesses have no way of checking how personal vehicles are serviced and maintained, which can result in an unsafe and inefficient fleet.

Source: FleetNewsNet, September 6, 2007

#### **Smile: You're Going the Speed Limit**

Speed Awareness Message signs are the latest way to stop speeding in Norfolk County. The signs are posted at locations known for speeding and display a smiley face if drivers are within the limit or a frowning face if they're not. The first signs are going up in front of a home that has been hit twice by cars in the past five years. Many drivers in the test location were within the 30 mile per hour speed limit, but some drivers reached up to 42 mph. The signs are meant to educate drivers, get them to slow down and see if speed problems exist in a particular location. "The smiley faces may make



people think about their speed today, but we need to have a fixed-penalty speed camera in place," a local resident said. For more information, go to

<http://www.eveningnews24.co.uk/content/news/story.aspx?brand=ENOnline&category=News&tBrand=ENOnline&tCategory=news&itemid=NOED30%20Aug%202007%2009%3A55%3A19%3A640>

Source: Norwich Evening News, August 30, 2007

### **Chinese Cars Raise Safety Concerns**

Safety is a concern for many Chinese brands, including vehicles. China's Landwind and Zhonghua have performed poorly on safety tests. A video on the Internet shows one of the cars crumpling against a

wall. Source: Automotive News, August 30, 2007

### **Australians Respond Well to Ad that Shames Young Men into Slowing Down**

Australia's racy new ad campaign to get young men to slow down has been airing since late June. The television ads show bystanders and passengers waving their pinky fingers at speeding men to suggest a lack of physical endowment. The campaign is a new approach to get through to young men, who are becoming desensitized to violence and ads showing graphic car crashes. And crash facts show this group needs to be reached: Men ages 17-25 are involved in 34 percent of Sydney's fatal crashes but represent only 7 percent of the region's licensed drivers. "We're not trying to offend or be funny," a road official said. "We're trying to get in the head of these young guys." Test audiences have reacted well to the ads, and only 37 complaints have come in. Road officials said they'll evaluate the campaign by looking at crash statistics at the end of the year. For more information, go to

<http://www.freep.com/apps/pbcs.dll/article?AID=/20070830/NEWS07/708300344/1009>

For links to the ads, go to

[http://www.rta.nsw.gov.au/roadsafety/advertisingcampaigns/speeding\\_pinkie.html](http://www.rta.nsw.gov.au/roadsafety/advertisingcampaigns/speeding_pinkie.html)

Source: Chicago Tribune, August 30, 2007